

Advertisements released by DAVP

1702. SHRI T.T.V. DHINAKARAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of advertisement released by DAVP to print and electronic media during the last three years;

(b) the criteria on the basis of which beneficiaries are chosen for releasing ads; and

(c) when the criteria was last revised?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) As per enclosed Statement (See below).

(b) Advertisements are released keeping in view the content of the advertisements, the target audience, requirements of the client and availability of funds.

(c) Advertisement policy of the Government of India has been revised with effect from 1st June, 2006.

Statement**Print Media**

(Rs. in crores)

Year	No. of papers to which advertisements are released	Total insertions	Amount incurred
2003-04	2584	224691	159.15
2004-05	2857	233208	136.45
2005-06	3544	252216	199.86

Electronic Media

(Rs. in crores)

Year	No. of advertisements issued to Radio	No. of advertisements issued to TV Channels	Total number of advertisements	Amount incurred
2003-04	39338	8532	47870	25.00
2004-05	67551	25352	92903	30.39
2005-06	83070	50076	133146	63.12

Violation of the new guidelines

1703. SHRI RAVULA CHANDRA SEKAR REDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have found that *prima facie* some channels have flouted the new guidelines;

(b) if so, the details thereof;

(c) the action taken so far; and

(d) the steps being taken to implement and review the present guidelines?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) As per the new policy guidelines for downlinking of television channels and guidelines for uplinking from India issued on 11.11.2005 and 2.12.2005, respectively, permissions have been issued to various companies to downlink TV channels in India and uplink TV channels from India. None of the channels has flouted the new guidelines. However, certain instances of violation of Programme and Advertising Code under the Cable Television Network Act have been brought to the notice of the Government.

(b) to (d) All programmes of satellite TV channels transmitted or re-transmitted through cable service are required to adhere to the provisions of the Programme/Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. The provisions of the Codes are available at website www.mib.nic.in. With a view to look